



9th International Conference on PLS and Related Methods (PLS'17) 17-19 June 2017 - Macau, China

PLS'17 will take place on June 17th-19th, 2017 in Macau (China), organized by Macau University of Science and Technology (<http://www.must.edu.mo>). The final date for abstract submission will be December 17th 2016. For Ph.D students who plan to attend, we provide the following benefits:

1. **Scholarship**

We can propose 10 scholarships only for PhD students with high potential in the PLS field. The scholarship could be:

- Fee
- Hotel
- Special discount for flight (reimbursing after conference) for 300 USD

2. **Round table discussions**

We will have opportunities to have extensive discussions on publication, career, etc. with highly-cited scholars (listed in the conference program page on pls17.org) in a small range. Selected Papers will be recommended and published at **Sustainability** (ISSN 2071-1050, IF=1.343) or **Sensors** (ISSN 1424-8220, IF=2.033). We are working on more opportunities to get the conference submissions published on SSCI or SCIE journals. http://www.mdpi.com/.../special.../modern_statistical_techniques

3. **Experience sharing and career opportunities**

Top management from universities in Macau and Zhuhai (Guangdong, China) will attend and share the working experiences. Scholars who are interested in career opportunities in Macau or Zhuhai are welcome to attend this session.

4. Workshops

i. **ADANCO session by Prof. Jörg Henseler**

Prof. Dr. Jörg Henseler holds the Chair of Product-Market Relations at the Faculty of Engineering Technology of the University of Twente, Enschede, The Netherlands. Moreover, Jörg Henseler is Visiting Professor at NOVA Information Management School, Universidade Nova de Lisboa, Portugal, and Distinguished Invited Professor in the Department of Business Administration and Marketing at the University of Seville, Spain. Prof. Henseler is a leading expert on partial least squares (PLS) path modeling, a variance-based structural equation modeling technique that is particularly useful in studies focused on the success factors for businesses. His broad-ranging research interests encompass empirical methods of marketing and design research as well as the management of design, products, services, and brands. (<http://www.henseler.com/>)

ii. **SmartPLS session by Prof. Christian M. Ringle**

Dr. Christian M. Ringle is a Full Professor and Managing Director of the Institute of Human Resource Management and Organizations at the Hamburg University of Technology (TUHH) and Visiting Professor at the Faculty of Business, and Law Professor at the University of Newcastle (Australia). He has been a Visiting Researcher at various distinguished universities worldwide (e.g., Georgia State University, Manchester Business School, Osaka City University, University of Technology Sydney). His research mainly addresses the management of organizations, strategic and human resource management, marketing, as well as quantitative methods for business and market research. His research in these fields has been published in well-known journals such as *Advances in International Marketing*, *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Long Range Planning*, and *MIS Quarterly*. (<https://www.tuhh.de/hrmo/team/prof-dr-c-m-ringle.html>)

iii. **WarpPLS session, by Dr. Ned Kock and Dr. S. Mostafa Rasoolimanesh**

iv. **Factor-based SEM building on consistent PLS, by Dr. Ned Kock**

Dr. Rasoolimanesh has been very successful in his use of PLS-SEM lately, with several published and accepted papers in highly selective journals. Both he and Prof. Ned Kock conduct training in WarpPLS regularly. Dr. Rasoolimanesh uses not only WarpPLS in his research, but a variety of tools, and thus brings a well-rounded perspective to applied PLS-SEM.

Prof. Ned Kock (<http://www.tamtu.edu/~nedkock/>) has been working on factor-based SEM algorithms for the past several years. This work would be the focus of the second session. These algorithms generate estimates of the true factors, fully accounting for measurement error, like covariance-based SEM. According to simulation results that would be discussed in the session, the version that I intend to present, building on consistent PLS, yields results that are comparable to those of covariance-based SEM in terms of asymptotic accuracy but with significantly greater statistical power and computational efficiency.

v. **2-Day Workshop on PLS Path Modeling (June 15th-16th, 2017) by: Professor Vincenzo Esposito Vinzi and Professor Wynne W. Chin**

After a return to the origins of structural equation modeling (SEM), the PLSPM algorithm will be presented. A methodology to interpret results will then be suggested on the basis of real life cases. The training session will be illustrated by applications using XLSTAT.

Vincenzo ESPOSITO VINZI has a Ph.D. in Computational Statistics and is now Full Professor of Statistics at ESSEC Business School of Paris. Vincenzo is also the President-Elect of the International Society for Business and Industrial Statistics and the Chairman-Elect of the European Board of Directors of the International Association for Statistical Computing. His research includes among others multivariate statistics, structural equation modelling, PLS regression and path modelling, with business oriented applications. Vincenzo has delivered many invited lectures and organized sessions on PLS and related methods during international events. He has also been chairing International conferences and co-editing several conference proceedings and special issues of international journals on PLS methods. Vincenzo is an Associate Editor of Computational Statistics and Data Analysis, Advances in Data Analysis and Classification, Statistical Methods and Applications and Computational Statistics. He is the Editor-in-Chief of the "Handbook of Partial Least Squares: Concepts, Methods and Applications" published in 2010.

Wynne W. CHIN is Professor in the department of Decision and Information Sciences in the C.T. Bauer College of Business at the University of Houston. He received his A.B. in Biophysics from U.C. Berkeley, MS in Biomedical/Chemical Engineering from Northwestern University, and an MBA and Ph.D. in Computers and Information Systems from the University of Michigan. Wynne has also taught previously at the University of Calgary, Wayne State University, and the University of Michigan and has been a visiting fellow at the University of Canterbury, Queens University, City University of Hong Kong, and the University of New South Wales. Wynne's research includes sales force automation, IT adoption, outsourcing, acceptance, satisfaction, group cohesion and negotiation, and psychometric modeling issues. Wynne is on the editorial board of Structural Equation Modeling journal, Journal of

AIS, Journal of Information Technology, IEEE Transaction of Management. He is also the developer of PLS-Graph, the first graphical based software dating back to 1990 to perform Partial Least Squares analysis.

5. Conference Sessions

Methodological contribution and related method applications will be discussed. Now we have a session run by:

- Prof. T. Ramayah, scholars from Malaysia will discuss **PLS Path Modelling and PLS application in developing country research**.
- Prof. Gabriel Cepeda Carrión will run a session “**PLS en Español**”
- Scholars from Spain and Iberoamerica will discuss PLS path modelling papers.
- Prof. Ivan Lai, scholars from HK and Macau will discuss **PLS applications on tourism and environmental studies**.

More sessions will be organized later.

The abstract submission deadline will be December 17, 2017. Next step will be review stage. If anyone needs an invitation letter for visa application and related issues before that stage, please let me know.

We got such requests in past days and we will cooperate. More information will be found on www.pls17.org or www.plsconference.com. Looking forward to seeing you in Macau next year.

Warm regards,

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